

## Message Text

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ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 MMO-04 USIA-15 /038 W  
-----290659Z 019474 /11

P R 280910Z MAR 77  
FM AMEMBASSY NEW DELHI  
TO SECSTATE WASHDC PRIORITY 2183  
INFO USDOC WASHDC  
AMCONSUL BOMBAY  
AMCONSUL CALCUTTA  
AMCONSUL MADRAS

UNCLAS SECTION 1 OF 2 NEW DELHI 4350

E.O. 11652: N/A  
TAGS: BEXP IN  
SUBJECT: COUNTRY COMMERCIAL PROGRAMS-PRELIMINARY FY-1979INPUTS

REF: STATE 044899

1. SUMMARY: FY1979 COUNTRY COMMERCIAL PROGRA M  
WILL GIVE TOP PRIORITIES TO TRADE AND INVESTMENT PROTECTION AND  
FACILITATION FOR US COMPANIES AND TO REPORTING AND MONITORING  
MAJOR PROJECTS. CAMPAIGNS RECOMMENDED ARE:

- 1) METAL WORKING AND FINISHING EQUIPMENT.
- 2) PROCESS CONTROL EQUIPMENT AND LABORATORY INSTRUMENTATION
- 3) COMMUNICATIONS EQUIPMENT AND SYSTEMS
- 4) EIPT EQUIPMENT AND ELECTRONIC COMPONENTS
- 5) BULK MATERIAL HANDLING AND CONVEYING SYSTEMS
- 6) AVIONICS AND AVIATION SUPPORT EQUIPMENT

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- 7) HEALTH CARE EQUIPMENT.

CAMPAIGNS AND PRIORITY RANKINGS MAY BE  
REVISED DEPENDING UPON ECONOMIC AND DEVELOPMENT PRIORITIES OF  
NEW NATIONAL GOVERNMENT AND FINDINGS OF MARKET RESEARCH. END  
SUMMARY.

2. SECTION III - CAMPAIGN DEVELOPMENT

CAMPAIGN NUMBER: 1 PRIORITY RANK: 3

CAMPAIGN TITLE: METAL TRKING AND FINISHING EQUIPMENT

OBJECTIVE AND RATIONALE: INDIA IS SELF-SUFFICIENT IN MANUFACTURING GENERAL PURPOSE MACHINE TOOLS AND SOME HEAVY-DUTY AND SOPHISTICATED TOOLS. IMPORTS HAVE CHIEFLY CONSISTED OF HEAVY-DUTY TURRETS, JIG BORING MACHINESOX AUTO-MATIC NUT TAPPING MAC THREAD AND SPLINE HOBBING MACHINES, THREAD GRINDING MACHINES, BEDTYPE MILLING MACHINES, GEAR SHAVER, GEAR GRINDER, HIGH PRECISION TOOLROOM TYPE CYLINDRICAL GRINDERSINTERNAL GRINDERS, CENTERLESS GRINDERS, AND A FEW NC MACHINES.

MACHINE TOO INDUSTRY IS ACCORDED PRIORITY BY GOI FOR DEVELOPMENT OF LOCAL MANUFACTURE AND IMPORTS. PROSPECTS FOR IMPORT OF SPECIAL PURPOSE MACHINE TOOLS DURING THE NEXT FIVE YEARS ARE RATED AS EXCELLENT.

MARKET RESEARCH HAS BEEN RECOMMENDED IN FY-1978 CCP, AND BASED UPON FINDINGS A TRADE MISSION OR A TECHNICAL SALES SEMINAR WILL PROBABLY BE RECOMMENDED.

CAMPAIGN NUMBER: 2 PRIORITY RANK: 4

CAMPAIGN TITLE: PROCESS CONTROL EQUIPMENT AND LABORATORY INSTRUMENTATION  
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OBJECTIVE AND RATIONALE: ANNUAL IMPORTS ARE ESTIMATED AT APPROXIMATELY DOLS 25-27 MILN DURING NEXT FOUR-FIVE YEARS. INDIAN MANUFACTURE OF SUCH EQUIPMENT CONTINUES TO IMPROVE. LOCAL MANUFACTURERS ARE, HOWEVER, UNABLE TO FULLY KEEP PACE WITH TECHNOLOGICAL IMPROVEMENTS FOR DOMESTIC NEEDS. AS FOLLOWUP TO FEB/MARCH 1976 CATALOG SHOW, A TECHNICAL SALES SEMINAR IS RECOMMENDED. IF THIS IS NOT FEASIBLE, A CATALOG SHOW IS SUGGESTED.

CAMPAIGN NUMBER: 3 PRIORITY RANK: 5

CAMPAIGN TITLE: COMMUNICATIONS EQUIPMENT AND SYSTEMS

OBJECTIVE AND RATIONALE: DEVELOPMENT OF COMMUNICATIONS IS ACCORDED HIGH PRIORITY BY INDIAN GOVERNMENT. DURING THE FIFTH FIVE YEAR PLAN (1974-79), TOTAL GOI EXPENDITURES FOR ENTIRE SPECTRUM OF COMMUNICATIONS IS IN EXCESS OF DOLS 1.4 BILLION.

IN JUNE 1976, INTERNATIONAL DEVELOPMENT AGENCY APPROVED A DOLS 80 MILLION CREDIT TO GOI TO FINANCE DEVELOPMENT, MODERNIZATION AND EXPANSION OF SELECTED COMMUNICATIONS AREAS. ADDITIONAL REQUESTS BY GOI FOR ASSISTANCE FROM WORLD BANK/INTERNATIONAL DEVELOPMENT AGENCY ARE EXPECTED.

EMBASSY IS DOING MARKET RESEARCH IN THIS AREA AND, BASED UPON THE FINDINGS, A TECHNICAL SALES SEMINAR OR A SPECIALI TRADE MISSION WILL PROBABLY BE RECOMMENDED.

CAMPAIGN NUMBER: 4 PRIORITY RANK: 6

CAMPAIGN TITLE: EIPT EQUIPMENT AND ELECTRONIC COMPONENTS

OBJECTIVE AND RATIONALE: EIPT EQUIPMENT- INDIGENOUS PRODUCTION OF CONSUMER, INDUSTRIAL, TELE- COMMUNICATIONS, AND DEFENSE ELECTRONICS HAS UNCLASSIFIED

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GROWN AT A COMBINED AVERAGE OVERALL RATE OF ABOUT 20-25 PERCENT ANNUALLY DURING PAST THREE YEARS. EXPANSION OF DOMESTIC PRODUCTION HAS RESULTED IN GROWING DEMAND FOR IMPORTED EIPT EQUIPMENT.

ELECTRONIC COMPONENTS - EXPANSION OF DOMESTIC PRODUCTION OF ELECTRONIC COMPONENTS FOR INDUSTRY AND MILITARY PRESENT EXCELLENT POTENTIAL FOR ADVANCED PROFESSIONAL GRADE ELECTRONIC COMPONENTS. INCREASED DEMAND CANNOT BE MET BY LOCAL MANUFACTURERS ALONE. A CATALOG SHOW IN JAN/FEB 1977 ACHIEVED OUTSTANDING SUCCESS IN INTRODUCING US FIRMS TO INDIAN MARKET. A TECHNICAL SALES SEMINAR OR A TRADE MISSION IS RECOMMENDED TO BUILD ON INTEREST STIMULATED BY CATALOG SHOW.

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P R 280910Z MAR 77

FM AMEMBASSY NEW DELHI  
TO SECSTATE WASHDC PRIORITY 2184  
INFO USDOC WASHDC  
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CAMPAIGN NUMBER: 5 PRIORITY RANK: 7

CAMPAIGN TITLE: BULK MATERIAL HANDLING AND CONVEYING SYSTEMS

OBJECTIVE AND RATIONALE: DEMAND FOR SUCH EQUIPMENT IS LIKELY TO EXPAND SUBSTANTIALLY DURING THE SIXTH FIVE YEAR PLAN (1979-84) PERIOD TO HANDLE INCREASED PRODUCTION OF BULK MINERAL AND OTHER COMMODITIES AND TO AUGMENT LOADING AND UNLOADING FACILITIES AT ALL MAJOR INDIAN PORTS. MARKET RESEARCH WILL BE CONDUCTED DURING FY 1978 AND, BASED UPON RESULTS, AN APPROPRIATE TRADE PROMOTION EVENT, MOST LIKELY A CATALOG SHOW, WILL BE RECOMMENDED FOR FY-1979.

CAMPAIGN NUMBER: 6 PRIORITYK: 10

CAMPAIGN TITLE: HEALTH CARE EQUIPMENT

OBJECTIVE AND RATIONALE: FY-1978 CCP PROPOSES THAT BASED UTM MARKET RESEARCH HEALTH CARE EQUIPMENT WOULD BE INCLUDED AS A CAMPAIGN AND A CATALOG SHOW  
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RECOMMENDED. IF THIS IS NOT POSSIBLE DURING FY 1978, IT IS PROPOSED TO CARRY OVER THE CAMPAIGN ACTION TO FY 1979.

### 3. SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NUMBER: 1 PRIORITY RANK: 1

ACTIVIG TITLE: TRADE AND INVESTMENT PRO-  
WIP AND FACILITATION

DESCRIPTION/JUSTIFICATION: SUPPORT TO US FIRMS INTERESTED IN DEVELOPING TRADE AND INVESTMENT OPPORTUNITIES IN INDIA AND GUIDANCE AND ASSISTANCE TO COMPANIES THAT ARE ALREADY ESTABLISHED CONTINUES AS NUMBER ONE PRIORITY. APPROPRIATE EFFORTS WILL BE MADE

WITH INDO-US JOINT COMMISSION AND THE INDO-US JOINT BUSINESS COUNCIL TO ELIMINATE OR MODIFY FACTORS WHICH INSURE EXPANSION OF US TRADE AND INVESTMENT IN INDIA.

ACTIVITY NUMBER: 2 PRIORITY RANK: 2

ACTIVITY TITLE: MAJOR PROJECTS/PRODUCTS REPORTING

DESCRIPTION/JUSTIFICATION: MAJOR PROJECTS GOI AND STATE GOVERNMENTS ARE FINANCED IN FULL OR IN PART BY INTERNATIONAL FINANCIAL INSTITUTIONS AND, WHERE PRIORITY PROJECTS ARE CONCERNED, FREE FOREIGN EXCHANGE IS ALSO UTILIZED TO COVER THE COSTS OF IMPORTED EQUIPMENT AND COMPONENTS. WITH THE IMPROVEMENT IN GOI FOREIGN EXCHANGE RESERVES, THE INDIAN GOVERNMENT MAY FINANCE AN EVEN LARGER SHARE OF THE FOREIGN IMPORT COMPONENT OF MAJOR PROJECTS. MAJOR PROJECTS WILL OFFER OPPORTUNITIES TO US SUPPLIERS OF HIGH VALUE AND HIGH TECHNOLOGY EQUIPMENT, PRO-UNCLASSIFIED

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DUCTS, AND SERVICES IN AREAS SUCH AS OIL EXPLORATION DRILLING AND REFINING; POWER (HYDRO AND THERMAL); DEFENSE RELATED EQUIPMENT; TRANSPORTATION; ELECTRONICS/ COMMUNICATIONS; AND INDUSTRIAL PRODUCTS.

ACTIVITY NUMBER: 3 PRIORITY RANK: 9

DESCRIPTION/JUSTIFICATION: FOUR COUNTRYWIDE SURVEYS ARE RECOMMENDED:

A) SHIPBUILDING, SHIP REPAIR, AND PORT MAINTENANCE EQUIPMENT (EMPHASIS WOULD BE ON EQUIPMENT SUCH AS ONBOARD RADAR, COMMUNICATIONS AND NAVIGATION EQUIPMENT, ETC.)

B) TEXTILE MACHINERY (ESPECIALLY FOR PRODUCTION OF SYNTHETIC FABRICS)

C) FOOD PROCESSING AND FOOD PACKAGING MACHINERY

D) OILFIELD, MINING AND CONSTRUCTION EQUIPMENT

ACTIVITY NUMBER: 4 PRIORITY RANK: 11

ACTIVITY TITLE: COMMERCIAL NEWSLETTER

DESCRIPTION/JUSTIFICATION: THE MONTHLY USA COMMERCIAL NEWSLETTER, CIRCULATION OF ABOUT

5,500, CONTINUES TO  
BE EFFECTIVE METHOD OF PROMOTING  
US TRADE AND COMMERCIAL INTERESTS.  
NEWSLETTER IS ALSO AN EFF-  
ECTIVE METHOD FOR PROMOTING CAMPAIGNS  
OUTLINED IN CCP.

ACTIVITY NUMBER: 5 PRIORITY RANK: 12  
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ACTIVITY TITLE: COMMERCIAL LIBRARIES

DESCRIPTION:JUSTIFICATION: COMMERCIAL LIBRARIES WILL CONTINUE TO BE  
STRENGTHENED AND EXPANDED TO  
SUPPORT US TRADE EFFORTS. THESE LIBRARIES  
SERVE AS A PRINCIPAL SOURCE OF COMMERCIAL  
INFORMATION ON US SOURCES OF SUPPLY.SCHNEIDER

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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